

Notice of References Cited		Application/Control No.	Applicant(s)/Patent Under Reexamination	
		09/395,455	SARKISIAN ET AL.	
		Examiner	Art Unit	
		Rebecca M Bachner	3623	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-6,408,263	06-2002	Summers, Gary J.	703/6
	B	US-6,078,740	06-2000	DeTreville, John D.	703/22
	C	US-5,124,911	06-1992	Sack, Michael C.	705/10
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Van Auken, Stuart and Arthur Adams. "Attribute Updating Through Across-Class, Within-Category Comparison Advertising". Journal of Advertising Research. March/April 1998.
	V	McMahon, Debra. "Brand Battles". Telephony. July 1998.
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.